

Subject card

Subject name and code	Intercultural Communication in Business, PG_00173317						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Katarzyna Baładynowicz-Panfil				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		15.0		45.0	75
Subject objectives	Acquaint students with the latest research in the field of cultural determinants of business.						
	To prepare students to communicate and operate effectively in an intercultural business environment, with a particular						
	emphasis on working in international companies.						
	Laying the groundwork for further intercultural education using the principles of cultural intelligence.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_U03] can accurately select and use sources of information on international business, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way	a student can accurately select and use sources of information on intercultural communication in business, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[IBMU2_K01] Is ready to recognise the importance of knowledge of international business in the process of identifying and solving business problems and the need to consult experts in cases of complex issues	a student is prepared to recognize the importance of understanding intercultural communication principles in the process of identifying and solving business problems, as well as the necessity of seeking the instructor's guidance during office hours in cases involving complex issues of international business communication.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[IBMU2_W09] knows and understands legal and cultural conditions related to international business,	a student knows and understands cultural conditions related to intercultural communication in business	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[IBMU2_U08] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	a student can manage teamwork, cooperate, communicate and work in an international team, taking a leading role in it; Assessment of predispositions and skill level will be conducted during office hours.	[SU3] text preparation/written work [SU5] implementation of a problem task
	[IBMU2_K06] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures	a student is ready to observe and develop the principles of business ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures	[SK1] oral statement/conversation/discussion
	[IBMU2_W05] knows and understands the fundamental dilemmas of international business related to globalisation, integration, internationalization and sustainable development	a student knows and understands the fundamental dilemmas of international business related to intercultural communication in global environment	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task

Subject contents	1. Cultural determinants of international business 2. National cultures 3. Cultural stereotypes 4. Cultural differences and individual diversity 5. Time perception 6. The importance of gender in national cultures 7. The main religions and ideologies of the world 8. Tradition in cultures 9. Intercultural communication in business 10. Non-verbal communication 11. Cultural determinants of talks and negotiations 12. Cultural determinants of market strategies in the international environment 13. External conditions for doing business in different countries and cultures 14. Comprehensive cultural identification of selected countries Defining the topic of the group project and preparing the presentation involves 15 hours of consultations with the teacher. This time includes topic selection, discussion of methodological assumptions, determination of expected outcomes, followed by feedback and ongoing academic support throughout the successive stages of the project.														
Prerequisites and co-requisites	Knowledge of the basic concepts of international management, international marketing.														
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>presentation</td><td>51.0%</td><td>25.0%</td></tr><tr><td>activity</td><td>51.0%</td><td>15.0%</td></tr><tr><td>group task (project)</td><td>51.0%</td><td>60.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	presentation	51.0%	25.0%	activity	51.0%	15.0%	group task (project)	51.0%	60.0%		
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presentation	51.0%	25.0%													
activity	51.0%	15.0%													
group task (project)	51.0%	60.0%													
Recommended reading	Basic literature	- Intercultural communication, Everett M. Rogers, Thomas M. Steinfatt, Waveland Press, Remland 2007 - Cross-Cultural Business Behavior, Gesteland, Richard R., Copenhagen Business School Press, 2012 - When Cultures Collide: Leading Across Cultures, Lewis, Richard D., Nicholas Brealey Publishing; 3 edition, 2005 - Mind Your Manners, J. Mole, Nicholas Brealey; 3 edition, 2003 - Cultures and Organizations, G. Hofstede, McGraw-Hill Education; 3 edition, 2010													
	Supplementary literature	R. Koudelova, J. Whitelock, A cross-cultural analysis of television advertising in the UK and the Czech Republic, International Marketing Review 18(3), 2001 - P.K.Morris, J.A. Waldman, Culture and Metaphors in Advertising: France, Germany, Italy, the Netherlands, and the United States, International Journal of Communication 5, 2011 K. Balandynowicz-Panfil., The Role of Older People as Consumers - the Comparative Analysis of Old and New Member States of European Union, "Comparative Economic Research. Central and Eastern Europe", Vol 15, Nr 1/2012													
	eResources addresses														

Example issues/ example questions/ tasks being completed	The impact of cultural differences on the strategies of international enterprises.Cultural differences in business communication.
Work placement	Not applicable

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